

***Reasons for Allowance***

The following is an examiner's statement of reasons for allowance:

The prior art made of record does not teach or fairly suggest the combination of elements as recited in the following independent claims. Specifically the prior art does not teach:

Claim 1:

a link to an enterprise portal site of a registered customer system; and a link to a subscribing supplier system; wherein said branding tool maps said branded information provided in said supplier subscription records to profile information provided in said customer profile records and transfers resulting targeted branded information to said customer system

Claims 15 and 21:

associating metatags with response data provided in said target record; searching customer profile database for customer profile records matching said metatags provided in said target record; if a match is found, transmitting associated branded information to a customer system associated with the customer profile records

The dependent claims being definite, further limiting and fully enabled by the specification are also allowed.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue

fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

***Examiner's Amendment***

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

**IN THE CLAIMS:**

Claims 10-14 are hereby cancelled.

Authorization for this examiner's amendment was given in a telephone interview with Ms. Marisa J. Dubuc on April 7, 2008.

***Contact Information***

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Etienne P. LeRoux whose telephone number is (571) 272-4022. The examiner can normally be reached on Monday through Friday, 8:00 am - 4:30 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Apu Mofiz can be reached on (571) 272-4080. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

April 10, 2008

/Etienne P LeRoux/  
Primary Examiner, Art Unit 2161